

**PATENT****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Appl. No.: 09/802,367 Confirmation No.: 8322  
Applicant(s): Michael E. Last  
Filed: March 9, 2001  
Art Unit: 3629  
Examiner: Mooneyham, Janice A.  
Title: SYSTEM AND METHOD FOR POSTING AVAILABLE TIME  
SLOTS TO A NETWORK HUB

Docket No.: 043455/274252  
Customer No.: 00826

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**DECLARATION OF CARL DANBURY**

1.

I, Carl Danbury, am over twenty-one years of age, am of sound mind and health, and am otherwise qualified to give this declaration, and I do so freely as my own voluntary act, without any duress or coercion.

2.

In early 2000, I needed to book a tee time for three friends of mine and I to play at a local golf course in Atlanta. Since I was not a member of a club, I searched the Web and came upon Last Minute Tee Times. I was so impressed with their service and Web site booking module, that I contacted Mike Last to profile his service and company for our first issue of Points North magazine, which was set to debut in May. Attached as Exhibit A is the article covering Last Minute Tee Times.

3.

In conducting my research for the article, I looked at several similar tee time services but could find none that compared with Last Minute Tee Times, Inc.'s booking page and interface for the consumer. In fact, I was so intrigued by the unique consumer

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tee time booking interface and the incredible convenience it provided to golfers, that I contacted Mr. Last to inquire about investing in the company, which I did soon thereafter.

5.


As an organizer of more than 20 local golf events each year, I have since heard from dozens of golfers that play in my events that they use Last Minute Tee Times, Inc. often for the convenience it provides through the booking interface. Last Minute Tee Times has grown to become the first place that golfers go to look for tee time availability since it is so convenient to use, unlike anything else available to the daily fee golfer. There are dozens of online tee time solutions made available by local courses on an individual course basis, but none come close to providing golfers with the convenience of seeing dozens of courses' tee times on a single webpage.

6.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

IN WITNESS WHEREOF, we have hereunto set our hands and seals on this 16th

\_\_\_\_\_ day of FEBRUARY, 2005.

  
Carl Danbury

(SEAL)

STATE OF \_\_\_\_\_ )  
 ) ss:  
COUNTY OF \_\_\_\_\_ )

I, \_\_\_\_\_, a Notary Public for said County and State, do hereby certify that Carl Danbury personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

**PATENT**

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**DECLARATION OF BRANDY JONES**

1.

I, Brandy Jones, am over twenty-one years of age, am of sound mind and health, and am otherwise qualified to give this declaration, and I do so freely as my own voluntary act, without any duress or coercion.

2.

I am the golf course manager for Stone Mountain Golf Course, 1145 Stonewall Jackson, Stone Mountain, Georgia 30083.

3.

I have been involved in golf for 2 years, have been to numerous Professional Golf Association (PGA) events and trade shows where tee time reservation websites have been promoted, and have visited numerous such websites via the Internet.

4.

In my experience, Last Minute Tee Times, Inc. (hereinafter "LMTT") has a website that I believe was the first in providing a golfer interface via the Internet listing

multiple tee times each of multiple golf courses, without listing the entire tee sheet of the golf course.

5.

From its launch, golfers who reserve tee times at the LMTT website to play golf at my golf course have routinely commented on how easy the LMTT website is to use due to its simplified golfer interface.

6.

Furthermore, I have found it very easy to use the golf course interface for the LMTT website to select tee times to be made available to golfers to reserve via the LMTT website over the Internet.

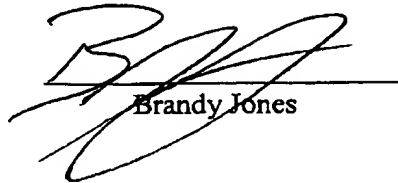
7.

In my experience, golf websites that are single golf course websites, or that list the entire tee sheet of a golf course, or that require a complex search on the part of the golfer, usually fail by employing such strategies.

8.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

IN WITNESS WHEREOF, we have hereunto set our hands and seals on this \_\_\_\_\_  
16<sup>TH</sup> day of February, 2005.

  
Brandy Jones

(SEAL)

STATE OF \_\_\_\_\_ )  
 ) ss:  
COUNTY OF \_\_\_\_\_ )

I, \_\_\_\_\_, a Notary Public for said County and State, do hereby certify that Brandy Jones personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

Witness my hand and official seal, this the \_\_\_\_\_ day of \_\_\_\_\_  
\_\_\_\_\_, 2005.

(Official Seal)

\_\_\_\_\_  
Notary Public

My commission expires: \_\_\_\_\_

Inside ... a conversation with Ken Venturi

# Golf News

FREE MONTHLY

Est. 1990

GEORGIA'S GOLF NEWSPAPER

May 2000

Jack Nicklaus' sculpture unveiled, page 16



## Booking a tee time just a point, click away

BY RYAN R. REES

**D**o you want a description of a perfect day ruined? You get up, find all your appointments have been cancelled, the weather is great, so you decide you want to play golf. But where? You call all over town looking for a tee time without any success.

That is a ruined day.

Now, however, there is a free alternative and you don't have to pick up the telephone. Simply get on the computer, log on to Web site [www.lmtt.com](http://www.lmtt.com) and you have your pick of available tee times at 18 Atlanta area golf courses. And, four more are to join the listing soon, according to Alpharetta-based Last

Minute Tee Times founder and president Mike Last.

"This is an ideal application of using the Internet as it should be," Last said. "It's a hub for everyone involved, from the golf courses to the golfers who want to play at the last minute."

The Web site went on-line a year ago in February and booked more than 4,000 rounds at the member courses in its first nine months of operation. So far, golfers from 41 states and nine foreign countries have used the service. There are more than 1,000 registered users in the LMTT database.

Last Minute's Web site, designed mainly for business travelers who arrive in Atlanta and are looking for a place to play, offers a quick glance at last minute tee times available at the member courses. More than 300 hotels in the Atlanta area are working with LMTT in directing their guests to the site.

However, for Atlanta golfers who have learned about the site, it is an excellent resource to book a last-minute time or up to seven days in advance.

When you log on, you register and receive a password so that you can sign on again at a later date. You can scan the available times, book your time, add up to three other players, even rent clubs.

Your reservation is confirmed via e-mail and you're all set. You are required to give a credit card number to hold the reservation and there is no fee or penalty if you call at least 1/2 hour before the tee time if you have to cancel. Your card is billed when you arrive at the course.

"It's been a great help to us," said Cuan Tregelles, General Manager of Woodmont Golf Club in Canton.

"When we close up at night, golfers can still schedule a tee time. When we come in the next morning, there's a fax waiting with the new reservations," Tregelles said they receive about 40 reservations a month from the service.

Because the Web site is available 24 hours a day, any open times that

are posted by the clubs each night can be booked for play the next morning. Some courses even block out tee times for LMTT members.

"We don't want to book the entire tee sheet at a golf course. We just want a part of it,

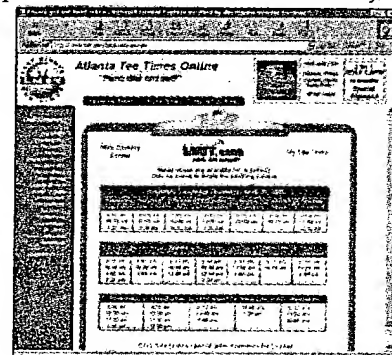
especially the part that is open for last minute play," Last said. "Even if other services similar to ours enter the Atlanta market, we'll still have our share of the tee times to book."

There are similar Web sites in other parts of the country and they can be found through any search engine on the Internet.

Teetimes.com, the mid-Atlantic's largest Internet-based golf reservations network is headquartered in Williamsburg, Virginia and is a member of the newly formed OTTO (Open Tee Times Online) alliance (available at [www.ottoalliance.org](http://www.ottoalliance.org)).

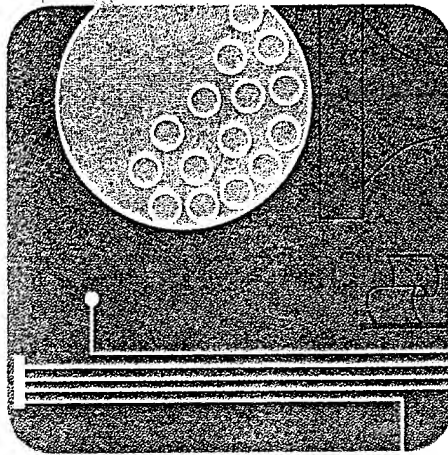
Tim Harris, Teetimes.com CEO and president commented, "By my estimation, we are currently booking more tee times per day via the Internet than the rest of our industry combined. We are booking twice as many rounds via the Internet than we had projected, which is a testament to the validity of our business model and of our utility to the golfer."

"Now, there should be no doubt, in anyone's mind, that booking Internet tee times will only grow going forward." ○



# ATLANTA catalyst

targeting those who precipitate change



## TEES FOR YOU

**AS ZEN-GOLFER TY WEBB** in the movie *Caddyshack*, Chevy Chase counseled Danny Noonan to "be the ball." This — plus some fortuitously placed dynamite courtesy of gopher-hunting groundskeeper Carl (www.carlspackler.com) — helped young Danny claim the club championship. But he might find the services of two Atlanta golf Web sites as helpful as Ty's advice.

Gball.com is the brainchild of Tom Kimmes, owner of the golf shop International Golf in Woodstock. Duffers can purchase golf

gear online including clubs, caps, balls and shoes. Kimmes says he enjoys the Web portion of his business the most because "there are a million-and-one things you can do with a Web site. It's very dynamic." Soon-to-come features include news, tournament highlights and leader boards, trivia and player rankings.

Once you've got your golfing stuff, you need a course on which to use it. Last Minute Tee Times (www.lmtt.com) can book a tee time for you and get that golfing jones fixed.

The site evolved from *The Atlanta Golf Course Guide*, a directory of area courses aimed at hotel guests looking to get in a round. For founder Mike Last, his online service fits local duffers to a tee, too. "Instead of calling 20 courses, [they] can go to the site and see what's available," he explains.

Partner courses, including Laurel Springs, Hamilton Mill and Georgia National, log cancelled tee times each day. Between 6 p.m. and 11 p.m., users can browse the 16 courses for a time — whether the next day or up to a week in advance — click on the time they want, confirm the reservation, and they're good to go. The service is free, and LMTT expects to be the No. 1 scheduler of Atlanta tee times in 2000. • JOHN COLLINS

## in another life ...

David Miranda, CEO of LastMinuteTravel.com, is a funny guy. Probably funny enough to do stand-up but, "it's different being on stage. I have no desire to do stand-up. They're a rare breed," he says.

He knows what he's talking about: In a former life, he emceed for the comedy clubs he owned and operated in Toronto in the mid-to-late '80s. "I love comedy clubs, they're very cathartic. But I never wanted to quit my day job."

Miranda owned 15 restaurants and clubs; he says running an Internet start-up is not so different. "Restaurants are very entrepreneurial, and very much like the Internet world — fast, very competitive, and very exciting."

Today, as CEO of a fast-growing company, he's got the customer-attraction thing down pat. LastMinuteTravel recently expanded into Europe, has more than 600 travel and entertainment providers, is completing a fourth round of \$40 million in venture capital, and has a current valuation of \$110 million.

You might say that he who laughs, lasts.

• COLLETTE MCKENNA



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## services member course

Discounts

Tee Time Auctions

Featured Golf Regions

Next Day Golf

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Tournaments

Rewards

Survey

Refer-a-friend

View Points

Become A Member  
Course

TheGolfer.com Advantage

WebPro

Tournament Services

Contact Us

### Become a Member Course

TheGolfer.com's focus is on helping its member golf courses attract new customers, resulting in increased revenues and enhanced profitability.

Our goal is to increase exposure for our member courses by making their tee times widely available on the Internet and actively marketing and promoting them regionally and worldwide.

And the best part is that **any** golf course can join and benefit from our worldwide network of Internet portals and travel affiliates!

We don't require member golf courses to sign any exclusive contracts to participate.

We don't require that you use specific tee sheet software. TheGolfer.com will integrate with any electronic tee sheet to provide automatic bookings.

And even if you are using a paper-based tee sheet, you can still be a member of TheGolfer.com through the support of our world-class customer service center.

To bring more players to your golf course, TheGolfer.com will attract the attention of golfers through a national marketing campaign, strategic partnerships with premier Internet portals and links to Web sites all over the Internet.

Member golf courses will also receive marketing support services including guaranteed bookings, off-peak time marketing, and customer analysis and profiling. And through a combination of a toll-free call center, electronic mail directly over the Internet, and fax, TheGolfer.com is there when you need it - anytime, anywhere.

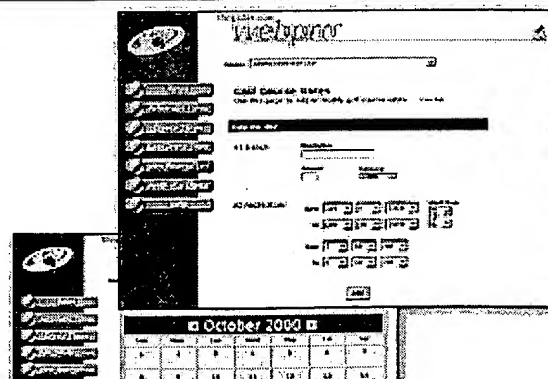
We look forward to working with you to achieve your profitability goals.

For More Information: Sales@TheGolfer.com

### "WebPro" Tee Time Interface

If you are a golf course manager looking for a way to get your Tee Times (or a portion thereof) on-line, we have an easy solution for you! TheGolfer.com offers a simple web-based utility for displaying tee times on the Internet through our booking engine.

**WebPro** is an Internet application that allows individual Golf Courses and Golf Course Management Companies to create and manage on-line tee times inventory through





TheGolfer.com network and on their own websites.

The application is easy-to-use, works on any standard web browsers and delivers true real-time inventory. Course managers have total control over:

- Rates
- Tee Time Intervals
- Available times to the web
- Effective Date Ranges



For More Information: [Sales@TheGolfer.com](mailto:Sales@TheGolfer.com)



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## member rewards *free golf*

### Discounts

Tee Time Auctions  
Featured Golf Regions  
Next Day Golf

Stay & Play Packages  
Group Events /  
Tournaments

Your Profile  
Rewards  
Survey  
Refer-a-friend  
View Points  
View Tee Times  
Privacy Policy  
Logout

Become A Member  
Course  
TheGolfer.com Advantage  
WebPro  
Tournament Services

As a member of TheGolfer.com, you are **automatically** part of the Rewards Program. Each time you log on to our site, you can check the number of points you've earned. **Sign up now and get 100 Bonus Points!** After that, every dollar you spend through TheGolfer.com earns you another point toward **FREE GOLF**.

### Here's how it works:

- You must be a member to participate **AND you must log in when booking a reservation** (This includes "Refer-a-friend" and "Member Surveys")
- Points can only be earned for **personal tee times booked**. (Points cannot be claimed for booking rounds for other people - For example, if you were to book a 4-some at \$25.00 per player, you would receive 25 points.)
- Points can only be earned for **tee times purchases, or from designated surveys, member promotions and contests on TheGolfer.com** (At this time, no other purchases qualify for point accrual).
- Points expire after two years and accumulate and expire on calendar year-end. (For example: all points earned during the 2000 calendar year expire December 31, 2002).
- New members automatically become members of TheGolfer.com Rewards Program and receive 100 bonus points when they sign up.
- All existing members will receive 100 bonus points and will start accumulating points starting from August 1, 2000.

Members can check the status of their rewards points on their Personal Profile Page. Click here to view **Personal Profile**.

**Click here for Official Rules and Terms of Rewards Program**


### Earning Points

Every dollar spent on a tee time	= 1 point
New Member Sign-up Bonus	= 100 points
New Member Referral Bonus	= 50 points
Filling Out Surveys	= 25 - 50 points (depending on length of survey)

### Spending Points

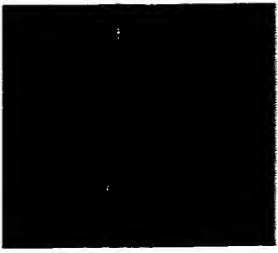
1000 Points	= One Free Round of Golf (Greens Fees of \$50 or Less)
2000 Points	= One Free Round of Golf (Greens Fees of \$100 or Less)
3000 Points	= One Free Round of Golf (Greens Fees of \$150 or Less)
4000 Points	= One Free Round of Golf (Greens Fees of \$200 or Less)

**Largest Selection of Golf Balls in the World**

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Choose Your Ball

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## Discount Tee Times!

The **Next Day Tee Time** program allows golfers the advantage of discounted rates at golf courses throughout San Diego, Las Vegas and Palm Springs. The program helps courses maximize their revenues by selling unsold inventory to golfers for the next day. Golf courses simply notify us of unsold tee times at the end of the day before the tee times are available and golfers are able to book their discounted tee times for the next day at participating courses in the area up until 10:00 p.m.



The Next Day Tee Time program is available in San Diego, Las Vegas and Palm Springs and soon will be expanding to Phoenix and Reno/Tahoe. Golfers can call seven days a week from 4:30 pm to 10:00 pm for guaranteed tee times the following day.

For discounted tee times in *San Diego and Palm Springs* call **760-345-8463**.

For discounted tee times in *Las Vegas* call **702-838-1925**.

Next-Day-Golf is a division of TheGolfer.com.

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## Welcome to the Web's first real-time golf reservations.

We've been up and running since August, 1995!

The Patent Pending TeeMatic reservation engine can be licensed by anyone:

1. Individual golf course web sites
  - o Hillcrest Golf Club
  - o Gold Canyon Golf Resort
  - o Thunderbird Golf South Mountain
  - o Your golf course - install it yourself in a few minutes.
2. Operators of golf marketing web sites
  - o Incredible Golf Savings
  - o Your golf marketing site - why shell out big bucks to re-invent the wheel?
3. Golfers looking for a game
  - o Can make a reservation below

---

### Here's the 3-step reservation process:

1. Fill out the form below and submit it to find out what times are available.
2. Choose a time and guarantee it on your credit card, which only be charged if you no-show.
3. Print out the confirmation coupon and bring it when you come to play.

*Complex Search*  
*1. Reserve AT BEST!!*

For which region would you like to see available courses?

How many golfers are in your party?

What size course do you want to play?

What date would you like to reserve?

What time do you want to tee off?

The system will show you the earliest available time within the "time window" you define

What is the *latest* time you will accept?

Limit your price range (Optional): low \$  high \$

When you have made your selection,  your request.

Or, you can  the request form and start over.

---

TeeMatic Systems \* 23644 North 84th Street \* Scottsdale AZ 85255-3524 \* 480/585-0390



We invite you to e-mail your comments to us.

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